

Enterprise DAM Product Overview

Overview

NetXposure's award winning Enterprise Digital Asset Management solution is for organizations of all sizes that require full-featured DAM technology that is flexible, extensible, scalable and customizable. As the first DAM solution built with an Adobe Flex user interface, NetXposure DAM solutions deploy consistently on all major browsers, desktops, and operating systems, and take advantage of technologies like Adobe AIR that merge the Web and Desktop experience. In addition to the core DAM technology, NetXposure offers a suite of optional modules that expand functionality to meet the requirements of specific workflows. Enterprise DAM licenses are for unlimited users and can be hosted by customers with server hardware and staff resources, or in NetXposure's full service data center. The licensing model allows organizations to get started with a relatively low risk financial commitment, and then scale the solution as the needs of the organization grow.

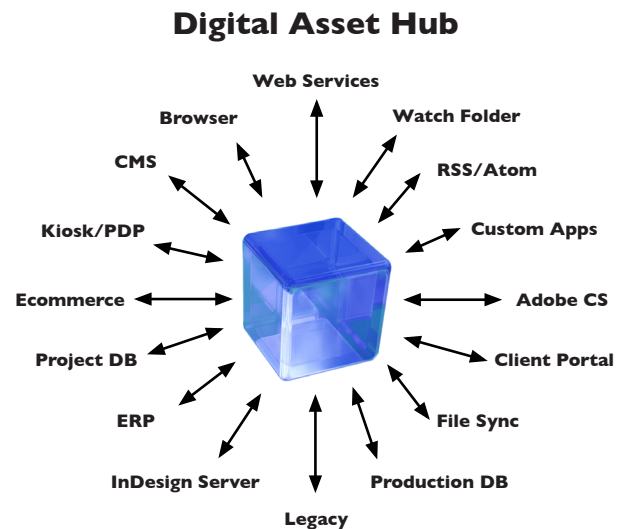
Technology: Flexible, Extensible, Scalable and Customizable

NetXposure DAM solutions are based on open standard technologies and built to be as flexible as possible, with the ability to integrate into a wide variety of technology environments. As a Java Web Application, the DAM deploys on all major server platforms (Windows, Mac OS X, Solaris, Linux), and is accessible by all major Web browsers. It works with JDBC-compliant databases (MySQL, MS Sequel Server, Oracle), most popular Application Servers, and authenticates with common directory servers (Open LDAP, Active Directory, Sun Dir. Server).

Utilizing a Services Oriented Architecture, NetXposure's Enterprise DAM was built to be a centralized "digital asset hub" that seamlessly integrates with external applications, extending data both to and from the DAM. A full Web Services API is available as part of the Developer Tool Kit, which facilitates integration with just about any modern application -- Ecommerce, CMS, ERP, CRM, production databases, Adobe Creative Suite -- you name it, in most cases NetXposure can integrate with it via SOAP and WSDL.

There is no better indicator of the value of a DAM solution than its ability to efficiently handle large volumes of files -- specifically, in terms of number of files, file size, range of file formats, and the data associated with those files. The technology required to manage large repositories is considerably more complex than that of smaller repositories, which is why many low end DAM solutions will have performance issues with large volumes of files. At the heart of NetXposure's DAM technology is Exogen, a proprietary J2EE-based Application Framework developed for deploying large scale enterprise DAM solutions. NetXposure leverages Exogen's uniquely powerful performance, security, scalability and integration features to be efficient and dependable no matter how large the deployment.

For organizations with requirements that go beyond the standard DAM and module options, NetXposure's Professional Services Team can develop custom functionality to the customer's specifications. Quotes for custom work are done on a case by case basis and priced with a fixed bid based on projected time, resources and issue complexity. A Scope of Work document will be provided detailing customization deliverables with a projected timeline and price.



User Interface

NetXposure has spent countless hours and company resources learning, adopting and implementing Apple Human Interface design principles into the user interface of our Digital Asset Management solutions. The essence of this methodology is to improve the user experience by making application interfaces more intuitive, learnable, and consistent. Or to put it another way, make them as simple as possible. As a rule of thumb, NetXposure adheres to the adage, “the user interface is not done when there’s nothing left to add, it is done when there is nothing left to take away.”

While the Apple design principles are popular with customers and give an idea of what to expect with future releases, it is NetXposure’s expertise in developing Rich Internet Applications (RIA) that truly sets the user interface apart from competing DAM solutions. NETXPOSURE 5.0 was the first DAM solution built with an Adobe Flex user interface. Adobe Flex is a highly productive framework for building intuitively expressive RIA’s that deploy consistently on all major browsers, desktops, and operating systems. Utilizing synergistic technologies like Adobe AIR allows Flex applications to access local data and system resources on the desktop. More importantly, the user experience greatly improves with well built Flex applications — both aesthetically and functionally — increasing user adoption of the application throughout organizations.

Optional Module Suite

Organizations that require functionally in addition to that provided in the Core DAM License can augment their solution with optional modules designed for specific workflows. Below is a brief list of Module Options. See additional documentation for detailed descriptions and pricing.

External Imaging Engines

The Enterprise DAM Solution will store any digital file, however external imaging engine technology is required to auto-generate file previews upon import, for file repurposing, and for some metadata functionality. Each Core DAM License includes imaging engine technology that provides support for previews of many standard image formats at no additional cost, but additional imaging engines can be added to expand the range of supported formats and other functionality. Integration with a wide variety of commercial and open source imaging engines is available. See additional documentation for details.

Workflow Module

This collection of workflow tools includes review and approval markup, asset status icons, AIR-based Adobe Creative Suite integration, and the Auto-Task configuration for automating a wide variety of functionality in DAM.

Metadata Manager

This module expands the basic metadata functions to include unlimited custom metadata fields, and the ability to create metadata templates that are tied to specific user groups or asset categories.

Public Display CMS

This AIR-based tool allows users to remotely distribute image and video presentations from the DAM to remote kiosks or display monitors.

Developer Tool Kit

The Web Services API and IP Interface Framework let experienced Web developers create custom processes that push and pull data to and from external systems, and create individualized Web sites with data stored in the DAM.

EC Kit

This robust Ecommerce application seamlessly syncs with the DAM to provide a secure and easy to use system for selling goods online.

Global Application Manager

This technology allows organizations with offices in multiple geographic locations to federate multiple instances of the DAM for maximum system performance.

System Requirements

Windows

Microsoft Windows 2000 / XP Server

Mac OS X

Mac OS X 10.5 or higher

Solaris

Sparc Solaris 10

Linux

This Ubuntu, Red Hat, or CentOS Processor

Processor

2.0 GHz or faster

Memory

1GB RAM minimum, 2 GB recommended

Java

Java 1.5 or higher

Database

JDBC-compliant databases: MySQL 5.0, MS Sequel Server 2000/XP/2005, Oracle 10g. Ships with Apache Derby

Application Server

J2EE-compliant: Ships with Apache Tomcat

Directory Server

Open LDAP, MS Active Directory, Sun Dir. Server

Note: Optional add on modules may have platform restrictions. A distributed architecture may be recommended for some installations.

Award Winning DAM Solution

The Council for Advancement and Support of Education (CASE) is an international professional association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas. With nearly 3,400 colleges and universities, primary and secondary schools, and independent schools, CASE has nearly 22,000 members in 59 different countries. In 2009, CASE awarded Cornell University a “Circle of Excellence Award” for the Cornell University Image Library -- a solution built with NetXposure’s DAM + Ecommerce technology used to promote the university, connect with the Cornell community, and provide a revenue generating service from previously under-utilized digital assets. This award program recognizes outstanding work in communications and marketing, alumni relations, advancement services, and fundraising as judged by peer professionals at schools, colleges and universities as well as by professionals from outside education. For more information on this organization and award program, visit the CASE website at www.case.org